

FMX 2017: Mackevision Medien Design GmbH Presents Fascinating Connection between Visual Effects and Real-Time

- Mackevision's VFX and real-time supervisors to demonstrate their experience from the automotive industry
- Automotive focus for the first time, Mackevision on board as main partner

Stuttgart, April 13, 2017 – When FMX, the international conference for digital entertainment and interactive visualization techniques opens its doors in Stuttgart from May 2 to 5, Mackevision Medien Design GmbH will be one of the major players there. Mackevision has been an important partner and supporter of FMX for years. But this year the event will focus on the automotive industry for the first time. The conference's motto is "Automotive Industries Meet Real-Time" and Mackevision's platform will be all about the automotive industry and the use of virtual reality applications.

The two keynote speakers, VFX supervisor Juri Stanossek and Head of Real-time Benny Glende, will present the world of Mackevision to attendees and demonstrate the fusion of real and virtual realities. "Virtual worlds are the new realities – the borders between virtual and genuine reality are becoming ever more blurred," explains Benny Glende. The visualizations of the Stuttgart-based VFX and real-time experts show real and digital realities and combine the two to create a new present." At Mackevision, digital no longer means the opposite of real. Our expertise from the automotive industry makes us the ideal partner when it's a case of using VFX and Real-time applications in automotive development and marketing".

For many years Mackevision has been supporting premium clients in the automotive industry in creating the required processes – from data preparation to visualization and developed a wealth of technical expertise in the process. The right content is produced to suit requirements and the channel. As a result reproducible quality is guaranteed and the best-possible visualization solution is delivered to the client at each touchpoint on the

customer journey. “We’re delighted that we’re here again this year to contribute our expertise and give examples from the real world,” comments Juri Stanossek. “All the projects we’ve successfully pulled off for the automotive industry show us how we can provide the best from our core competencies – both for our clients and their consumers. A typical example is the synergy between visual effects and Real-time solutions”.

The company’s showcase will be rounded out by a look behind the scenes at the exciting project portfolio: Experts will be on hand to talk to in the recruiting hub. And they will also be at the Automotive Dinner in the Porsche Museum, which will take place on the first evening of the FMX week.

Follow Mackevision on [Facebook](#), [LinkedIn](#) and [Vimeo](#) or look for the #FMX2017 hashtag to receive updates during and after the event.

Mackevision Medien Design GmbH (www.mackevision.com)

Mackevision Medien Design GmbH is one of the global market leaders in Computer Generated Imagery (CGI.) It provides data-based 3D visualization, animation and visual effects. The company designs and produces image and film material, as well as interactive applications in high-end quality. It develops technological solutions for generating images and accompanies the entire CGI process from data preparation to creative design to the finished product. The international team looks after major corporations, SMEs and their agencies. Mackevision was founded in 1994. Today, more than 450 people work at the Stuttgart headquarters, as well as at the branches in Munich, Hamburg, London, Florence, Detroit, Los Angeles, New York, Beijing, Seoul, Tokyo and Singapore.

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